

# Gordon Institute of Business Science

University  
of Pretoria

## MPhil Corporate Strategy essay question:

Please submit a response to **ONE** of the following questions. Your essay should be no longer than 500 words.

**Q1:** Discuss how you would evaluate both a company's strategic plan and its implementation.

**OR**

**Q2:** Discuss how you would assist a company, at the strategic level, to deliver competitive advantage in the increasingly digital era.